CANADIAN FILM INSTITUTE

BULLETIN

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BRUSSELS INTERNATIONAL EXHIBITION

Plans for the 300-seat theatre, part of the Canadian Pavilion to be erected at the Brussels Universal and International Exhibition, 1958, were shown members of the Advisory Committee on Films in Montreal recently. The Committee discussed plans for the best use of the theatre to tell some of the expected 25,000,000 Exhibition visitors about Canada.

It was decided that films chosen would have to fit in three major categories, Resources & Industry, Education & Information and Canadian Culture. Among films selected so far are the National Film Board feature, CANADIAN PROFILE; Crawley's, A NEW FUTURE LIES NORTH and NEWFOUNDLAND SCENE; Davart's CALGARY STAMPEDE; Christopher Chapman's, THE SEASONS; and Chetwynd's, JAMBOREE.

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NEW FILM FOR MANAGEMENT

A new animation film, ELECTRONIC COMPUTERS IMPROVE MANAGEMENT CONTROL, has been produced by the University of California at Los Angeles, Extension Division, which can be of value to top management in understanding the potentials of electronic data processing techniques in their businesses.

The film shows a predicament in a typical manufacturing organization, the XYZ Furniture Company, when a large order is cancelled because of delays in producing the required amount of furniture. The history of the order is traced step by step from the order placement, to the inventory check, to material requisition, to production. The culprit is found to be paperwork delays with resulting lack of management control.

The animation now gives way to live film as the XYZ executives are shown film clips of many types of modern business machines. After the movie within the movie, the animation takes over again to show how these machines could be used to design an efficient production control system. Then this system is applied to the specific problems of the XYZ Company.

The film is 15 minutes, colour, with a service charge of $10.00. Inquiries for rental and for sale should be sent to C.F.I.

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AMATEUR COMPETITION

The competition among amateur Canadian film makers will be continued this year by Canadian Film Awards. Competition among categories of film making in Canada has been suspended for one year. However, the Management Committee has decided that the trophy in the amateur class which is presented by the Association of Motion Picture Producers & Laboratories of Canada will be in competition.

Entries of amateur Canadian film makers will be received by the Management Committee of Canadian Film Awards until April 15th and films entered must be in the hands of the Committee by April 29th.

The Committee's definition of an amateur production is that it must be produced by individuals or groups whose main source of livelihood is not motion picture production and for which the producer has not received compensation. An amateur may submit films on any subject.

Entry forms may be secured from any of the sponsoring organizations or from the Manager, Canadian Film Awards, 142 Sparks Street, Ottawa 4.

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AMERICAN FEDERATION OF FILM SOCIETIES

The American Federation of Film Societies is holding its third annual national convention in conjunction with the American Film Assembly, in New York at the Hotel Statler on April 22-26. Special film society programs, devoted to aspects of the feature, documentary, and experimental film, are scheduled, along with business meetings and social events. All persons interested in the art, history and social function of the motion picture will find common interests among the film society group, always one of the liveliest at the Assembly.

Jack Ellis, President of the Federation says: "AFFS is the only rallying point on a national level for those concerned with advancing the understanding and appreciation of the motion picture as a major twentieth-century art form. AFFS membership includes not only film societies but many interested individuals (teachers, critics, librarians, film makers), firms and organizations within the film industry."

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UNESCO TESTS NEW PROCESS TO SPEED LOW-COST PRODUCTION OF EDUCATIONAL FILMS

A new method of using existing materials to bring sound films within easy reach of educators, no matter how far removed from the world's film centres, has been successfully tested in the Middle East by the United Nations Educational, Scientific and Cultural Organization.

The method was put into practice by Norman F. Spurr, a 50-year-old British film producer, who recently completed a nine-months Unesco mission in Jordan, and tests show that a sound film can now be produced - all the way from camera to screen - in any part of the world where silent films can be developed.

The secret actually lies in the adapting of a technique used originally by amateurs, and increasingly by professionals working with 16mm film, where the usual photographic sound track of the normal commercial film is replaced by a strip of magnetic material upon which sound can be recorded directly.

The magnetic striped film, developed on the spot, with no more in the way of production equipment than a camera, tape-recorder, and magnetic projector, enabled Mr. Spurr and his assistant to produce sound films with music and commentary, and with lip-synchronized dialogue with no sacrifice in basic quality and with a tremendous gain in speed.

Mr. Spurr stressed that this method is in no way intended to compete with the normal photographic sound tracks used commercially when the necessary money, staff, and equipment are available. On the other hand it may help bring the production of cheap sound films for educational purposes to the very places where they are most badly needed.

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INTERNATIONAL FILM ENCYCLOPAEDIA

The Experimental Centre of Cinematography, Rome, is preparing an International General Film Encyclopaedia, whose title will be - FILMLEXICON OF AUTHORS AND WORKS.

The publication will consist of three volumes. The first two will contain a complete biographical dictionary of all those who have contributed to film making throughout the world, from the beginning of motion pictures to our days (film directors, producers, actors, cameramen, art directors, musicians, story and screenplay writers, costume designers, technicians). Each item will include short but precise biographical data, the complete list of films of which the person concerned was either author or collaborator, and possibly a bibliography.

The third volume will be devoted to the most outstanding films in the history of motion pictures, throughout the world, and will include not only the films whose artistic value is undiscussed, but also those which, for their technical, social, moral, ideological or other significance, have in any way marked a starting point in the progress of the film medium.

The director of the project invites anybody who is concerned to furnish information that will facilitate the production of this encyclopaedia. Further information from C.F.I. on request.

C.F.I. PRESIDENT DIRECTOR OF S.W. CALDWELL

James A. Cowan, president of Canadian Film Institute, and one of Canada's best known public relation consultants, has been appointed to the Board of Directors of S.W. Caldwell Limited, Toronto.

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NEW FILMS

TEA 14½ mins sd. col. Free

Produced by Crawley Films for Salada Tea Co. of Canada.

The film outlines some of the eventful history of tea, from the time of its discovery over 4,000 years ago to the calamitous Boston Tea Party. Later sequences in Ceylon show how tea is grown and processed before being shipped to world markets. Methods of blending and packaging are dealt with, and the film ends with a demonstration of the correct way to brew tea.

BLUE ICE 30 mins sd. col. S.C. 3.00

Produced for the Australian Government - 1954.

The 1954 voyage of the Kista Dan with Australian Antarctic Expedition to visit stations on Macquarie and Heard Islands and to establish Australian base at Mawson on the Antarctic mainland.

FESTIVAL IN EDINBURGH 20 mins sd. col. S.C. 3.00

Produced by A.B. Pathe

Views of the city of Edinburgh precede showing of important exhibits and performances in many arts. There are parades, concerts, choral and stage performances, and displays of paintings, shown against backgrounds of the city and the people who attend the festival.

NATURAL ENEMIES OF INSECT PESTS 27 mins sd col. S.C. 6.00

Produced by the University of California.

One of the primary solutions to the problems of insect pests in agriculture is insects themselves. This film forcefully portrays in microscopic views the insect battles that assist growers in protecting their crops from hungry pests and explains the use of beneficial insects in controlling harmful species.

THE 4-H TRAIL 28 mins sd. Colour S.C. 6.00
b&w S.C. 4.50

Produced by the University of California.

The greatest asset of our country today is its youth, and an important essential in the building of strong character is youth organizations. This film concerns one of the largest youth groups in the nation - the 4-H clubs, and is of particular interest to 4-H members and prospective 4-H recruits in addition to youth and church groups, schools and parent-teacher associations.

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McGRAW-HILL FILMS

The Canadian Film Institute is pleased to announce that arrangements have been completed with the McGraw-Hill Company of Canada for rental distribution in Canada through the Institute of McGraw-Hill films that are made available to Canada.